



WLOS Asheville
110 Technology Dr
Asheville, NC 28803

Innovative Advertising-Mandeville
4250 Hwy 22
Mandeville, LA 70471

Contract # 1396530

Schedule Dates 10/20/12-10/26/12
Advertiser Jim Davis for Senate-R (42171)
Agency Innovative Advertising-Mandeville (13092)
Product POLITICAL CANDIDATE (ns) (1186)
Brand JIM DAVIS/SENATE (332616)
Salesperson HOUSE-ASHEVILLE, WLOS/WMYA (1552)
Sales Office WLOS/WMYA/ILOS/IMYA
Buyer Name Guerra,Heidi
Phone/Fax (985) 377-7167 / (985) 377-7118
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 10/19/12
Last Modified 10/19/12
Entered By Jamie Aynes
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,048.75
Net Total \$51,276.25
Sales Tax

Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	96	\$60,325.00
Grand Total:	96	\$60,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/21/12-10/25/12	3	:30	4:30A- News-News 13 @ 430a		1	1	1	1			1	5	\$40.00	\$200.00	Asheville (WLOS)		10/19/12
2.0	Normal Line / News	10/22/12-10/26/12	3	:30	5A- News-News 13 Early 5am	5	X	X	X	X	X			5	\$200.00	\$1,000.00	Asheville (WLOS)		10/19/12
3.0	Normal Line / News	10/22/12-10/26/12	3	:30	5:28A- News-News 13 Early 530a	5	X	X	X	X	X			5	\$300.00	\$1,500.00	Asheville (WLOS)		10/19/12
4.0	Normal Line / News	10/22/12-10/26/12	3	:30	7A- ABC-Good Morning America	5	X	X	X	X	X			5	\$700.00	\$3,500.00	Asheville (WLOS)		10/19/12
5.0	Normal Line / News	10/22/12-10/26/12	3	:30	8A- ABC-Good Morning America	5	X	X	X	X	X			5	\$600.00	\$3,000.00	Asheville (WLOS)		10/19/12
6.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	9A- Anderson	5	X	X	X	X	X			5	\$150.00	\$750.00	Asheville (WLOS)		10/19/12
7.0	Normal Line / News	10/22/12-10/26/12	3	:30	11:58:41A- News-News 13 at Noon	5	X	X	X	X	X			5	\$400.00	\$2,000.00	Asheville (WLOS)		10/19/12
8.0	Normal Line / News	10/22/12-10/26/12	3	:30	12:30P- News-News 13 at 1230p	5	X	X	X	X	X			5	\$350.00	\$1,750.00	Asheville (WLOS)		10/19/12
9.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	4:00:30P- Katie	5	X	X	X	X	X			5	\$175.00	\$875.00	Asheville (WLOS)		10/19/12
10.0	Normal Line / News	10/22/12-10/26/12	3	:30	4:59P- News-News 13 First News At 5p	3	X	X	X	X	X			3	\$600.00	\$1,800.00	Asheville (WLOS)		10/19/12

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11.0	Normal Line / News	10/22/12-10/26/12	3	:30	5:28P- News-News 13 at 5:30p	5	X	X	X	X	X			5	\$700.00	\$3,500.00	Asheville (WLOS)		10/19/12
12.0	Normal Line / News	10/22/12-10/26/12	3	:30	6P- 7P (EST)	10	X	X	X	X	X			10	\$1,000.00	\$10,000.00	Asheville (WLOS)		10/19/12
13.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	6:58:50P- Wheel of Fortune	5	X	X	X	X	X			5	\$900.00	\$4,500.00	Asheville (WLOS)		10/19/12
14.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	7:28:30P- Jeopardy	5	X	X	X	X	X			5	\$1,000.00	\$5,000.00	Asheville (WLOS)		10/19/12
15.0	Normal Line / News	10/22/12-10/25/12	3	:30	10:59:56P- News-News 13 11p Late News	5	X	X	X	X				5	\$800.00	\$4,000.00	Asheville (WLOS)		10/19/12
16.0	Normal Line / News	10/22/12-10/26/12	3	:30	11:35P- ABC-Nightline	5	X	X	X	X	X			5	\$400.00	\$2,000.00	Asheville (WLOS)		10/19/12
17.0	Normal Line / Prime	10/22/12-10/22/12	3	:30	7:58P- ABC-Dancing With The Stars (Monday)		1							1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/19/12
18.0	Normal Line / Prime	10/23/12-10/23/12	3	:30	7:58P- ABC-Dancing With The Stars (Tuesday)			1						1	\$4,000.00	\$4,000.00	Asheville (WLOS)		10/19/12
19.0	Normal Line / Prime	10/23/12-10/23/12	3	:30	9P- 10P (EST)			1						1	\$2,000.00	\$2,000.00	Asheville (WLOS)		10/19/12
20.0	Normal Line / Prime	10/25/12-10/25/12	3	:30	7:58P- ABC-Last Resort (Thursday)					1				1	\$1,000.00	\$1,000.00	Asheville (WLOS)		10/19/12
21.0	Normal Line / Prime	10/26/12-10/26/12	3	:30	7:58P- ABC-Shark Tank (Friday)						1			1	\$900.00	\$900.00	Asheville (WLOS)		10/19/12

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22.0	Normal Line / News	10/20/12-10/20/12	3	:30	5:58:40A- News-News 13 @ 6am Saturday							1		1	\$150.00	\$150.00	Asheville (WLOS)		10/19/12
23.0	Normal Line / News	10/20/12-10/20/12	3	:30	6:58:20A- News-News 13 @ 7am Saturday							1		1	\$225.00	\$225.00	Asheville (WLOS)		10/19/12
24.0	Normal Line / News	10/20/12-10/20/12	3	:30	8A- ABC-Good Morning America Saturday							1		1	\$350.00	\$350.00	Asheville (WLOS)		10/19/12
25.0	Normal Line / News	10/21/12-10/21/12	3	:30	5:59A- News-News 13 @ 6am Sunday								1	1	\$150.00	\$150.00	Asheville (WLOS)		10/19/12
26.0	Normal Line / News	10/21/12-10/21/12	3	:30	6:58:20A- News-News 13 @ 7am Sunday								1	1	\$225.00	\$225.00	Asheville (WLOS)		10/19/12
27.0	Normal Line / News	10/21/12-10/21/12	3	:30	8A- ABC-Good Morning America Sunday								1	1	\$350.00	\$350.00	Asheville (WLOS)		10/19/12
28.0	Normal Line / News	10/21/12-10/21/12	3	:30	5:58:26P- News-News 13 6p News Sunday								1	1	\$800.00	\$800.00	Asheville (WLOS)		10/19/12
29.0	Normal Line / News	10/21/12-10/21/12	3	:30	6:30P- ABC-World News Tonight Sunday								1	1	\$800.00	\$800.00	Asheville (WLOS)		10/19/12

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